

EC'd Yes Last Received: 08/27/2012 8:47 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 690 Agency C/P1/P2/E 11/27/690 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 09/04/2012 - 09/13/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*24	M-W	3P-4P	JERRY SPRINGER	:30	\$175.00	09/10-09/12	1	1	1	\$175.00	
		Sales Remark:		V3 ADD TO SKED								
		V3 Added										

---REPORT TOTALS---

Report Totals: 19 / \$10,675.00

---SALES MONTHLY TOTALS---

Sep 12: 19 / \$10,675.00
Sales Totals: 19 / \$10,675.00
Station Totals: 19 / \$10,675.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,115	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMP EST

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE